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INTER-OFFICE CORRESPONDENCE

RICHMOND, VIRGINIA

23 MAI 1985

To: Dr. Gaisch

Date: May 17, 1985

From: R. B. Seligman

Subject: MAGIC

CONFIDENTIAL

After listening to the discussions in Lausanne on the above subject, I thought it might be of interest to send you puff-by-puff information on prototype cigarettes. Two sets of graphs are attached. One is typical TPM puff data determined by conventional methods. The other set of data are by fluorescence measurements where the ordinate is equivalent to tar values and the abscissa is equivalent to puff number. As a point of clarification on the TPM vs. Puff chart, the reference to Rich + 5 mm etc. is setting the filter control device at a setting positioned 5 mm beyond Rich etc.

The attached graphs are interesting in that they clearly show that the ventilation settings do work and produce expected tar values. Note, however, that the percentage reduction in tar, from Rich to Mild, varies somewhat according to puff number. Also, from the fluorescence graphs it can be seen that a switch from Rich to Mild in the middle of a cigarette test produces expected results.

If you think more information will be helpful, please let me know so that we can generate what is necessary. It is my understanding that a P.M. U.S.A. test market is scheduled for August and that we do not intend to discuss the situation with the FTC until just before test market launch.

R. B. Seligman

RBS/lvb

Attachments

cc: Mr. B. Brooks (w/ attachments)

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Source: https://www.industrydocuments.ucsf.edu/docs/mtwk0000